



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** expects its participants to strive to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that customers can expect to find when they work with or visit the offices of this organization.

Virginia Green Partner Profile:



BOOM YOUR BRAND.

BCF

Virginia Beach, Virginia

BCF is a brand communications firm that specializes in marketing products and experiences to the Baby Boom generation, with a focus in Travel & Tourism and Consumer Products. Their in-state clients include the Virginia Beach Convention Center and Visitors Bureau, Virginia Tourism Corporation, Wintergreen Ski & Golf Resort, and Fredericksburg Area Tourism. The firm's many nature lovers and outdoor adventurers jumped whole-heartedly into partnering with Virginia Green, which has provided the information and guidance to help implement many internal changes to reduce environmental impact. BCF encourages clients and travel partners alike to join forces with Virginia Green, and help protect the vast and beautiful natural resources of the Commonwealth.

CORE ACTIVITIES for **Partner Organizations**

- 🌱 **Support Virginia Green**
- 🌱 **Green Meetings and Conferences**
- 🌱 **Recycling**
- 🌱 **Water Efficiency**
- 🌱 **Energy Conservation**

DETAILS:

- Carrying and promoting environmentally-friendly products and providing services that minimize the use of harmful chemicals and materials
- Establishing a travel/conference policy that encourages employees to stay in and do business with Virginia Green and similarly-minded facilities
- Making an official Virginia Green endorsement through the Board or other committee to support Virginia Green
- Including a Virginia Green feature to the newsletter or other publication
- Displaying the Virginia Green certificate prominently and using window decals
- Using the Virginia Green logo on signage signaling recycling and other "green" practices

- Highlighting your involvement in Virginia Green on your website and including a link to your Virginia Green facility profile
- Minimizing copying and making two-sided copies
- Eliminating the use of Styrofoam cups and plates and using reusable mugs and plates instead
- Using silverware instead of plastic utensils
- Using non-bleached napkins
- Serving water in pitchers and glassware instead of in bottles
- Avoiding boxed lunches
- Recycling glass, aluminum cans, plastic, office paper, toner cartridges, newspaper and electronic equipment
- Purchasing recycled-content paper towels and toilet paper
- Purchasing from vendors and service providers with a commitment to the environment
- Copying and printing on both sides
- Using electronic correspondence and forms
- Purchasing recycled content paper
- Using “green” cleaners dispensed in bulk
- Purchasing durable equipment and furniture
- Using reused building materials or those from sustainable sources
- Using latex paint
- Proper recycling or disposal of thinners and solvents
- Preventative maintenance on all appliances, HVAC systems, plumbing and vehicles
- Effective labeling system and last in/first out inventory
- Using least toxic materials
- Minimizing use of pesticides and herbicides
- Tracking overall water usage and wastewater
- Preventative maintenance of drips and leaks
- Metering water flow to discover drips and leaks
- Using dry clean-up methods first over water based methods
- Low flow toilets
- Effective landscape management plan
- Using rain barrels
- Installing high efficiency compact fluorescent bulbs in rooms and spotlights
- Individual thermostats in each room
- Using natural lighting as much as possible
- Purchasing EnergyStar computers and appliances

For more information on **BCF**, see
www.bc-f.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen.



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